

Including accessibility in your influencer briefs



Scope of the guidance

This guidance focuses specifically on content accessibility, the practical steps influencers can take to make their posts easier to access for people with visual, auditory or cognitive access needs.

Briefing influencers on your brand's accessibility requirements early on is essential for the smoothest process and most successful result. Making content accessible means more people can engage with and understand your content, which builds positive brand sentiment and furthers audience reach. Below we provide guidelines to help successfully integrate this into your briefs to the influencers you partner with

Key considerations

Make your accessibility requirements clear

Integrating accessibility requirements into the brief successfully relies on more than specification – the commitment being made by the business should be clear, along with what level of compliance is required.

Provide clear and easy steps

Make sure it's clear exactly what they need to do to meet your requirements and how to do it on the platforms where they are promoting your brand. This means you'll need to check platform accessibility capabilities to ensure that what you ask influencers to do is currently possible.

Direct to platform resources

Platforms provide best practice guidance and tech specs that influencers/creators can use. By directing your influencer partners to these resources, you can help make sure they have the most up to date information.

Third-party tools

Alongside platform features, there are third-party tools that can help creators add captions, generate alt text or check accessibility. These can be useful where platform options are limited or where creators already use editing apps as part of their process.

Measurable impact & reporting

Where possible, use the tools available on each platform to understand how people are interacting with your accessible content. This might include looking at caption usage, completion rates, or engagement patterns across different audience groups. This can show what's working well and how accessibility features are supporting the overall performance of the content.

What to include in the brief

On the following page is a template brief that you can use to get started. Make sure to update it to match your brand's requirements and continue to develop it as the context changes.

Template Brief

Making your content accessible

We're committed to making sure everyone can enjoy and understand the content we create together. That includes people who are blind, deaf, have hearing loss, low vision or other access needs.

Accessible content means using simple features that help more people experience your posts. It's easy to do, and we'll show you how.

What we're asking you to do

You don't need to be an expert. Just follow the steps below and use the tools available on the platforms you post to. You can find help and instructions for each platform below. Please include the following accessibility features in your sponsored content:

1. Closed Captions

Use closed captions (subtitles that viewers can turn on/off) for any video placements that support them.

- These help people who are deaf or have hearing loss.
- Most platforms like YouTube, TikTok and Instagram Reels support this.
- Make sure the captions are accurate, timed correctly, and easy to read.
- Captions should also indicate any music or key sounds.
- Where text on screen doesn't match the voiceover, consider providing explanatory text in the post description.
- For stories and reels, keep text on screen long enough for people to read
- Use a clear font with strong contrast, especially on fast-paced clips
- Avoid placing captions over busy backgrounds
- If you're going live, use the platform's live captioning tool if available
- Speak clearly and avoid overlapping music

Platform resources on captions:

[Facebook](#)

[Instagram](#)

[TikTok](#)

[X](#)

[YouTube](#)

2. Open Captions

If the platform doesn't support closed captions, please add open captions (text baked into the video).

- These are always visible and help everyone follow along.
- Use clear fonts and avoid placing text over important visuals.

3. Alt Text and Image Descriptions

For still images, add alt text or include a short image description in your post.

- Alt text is read aloud by screen readers for blind or low vision audiences.
- You can also write "[Image Description:]" in the post copy to describe what's shown.
- When describing an image, include what's shown and the purpose (the action or message the image is conveying)

[Facebook](#)

[Instagram](#)

[Pinterest](#)

[TikTok](#)

[X](#)

4. Descriptive Voiceover

If you're speaking directly to the camera, you're already describing a lot with your words, and that's great! To make your content even more accessible for people who can't see the screen, please also describe any important visual elements that aren't explained in your speech. This helps people who are blind or have low vision to understand the full message.

For example:

- If you're showing a product, say what it is and what it looks like.
- If you're pointing to something on screen, describe what you're pointing at.
- If you're using gestures or expressions to tell part of the story, explain what's happening.

5. Simplicity & Consistency

To make your content easier to understand for neurodivergent audiences (including people with ADHD, autism, dyslexia and more):

- Use clear, plain language where possible.
- Keep a logical, predictable structure for your message.
- Avoid sensory overload, such as too many graphics, flashing images or rapid transitions.
- Keep narration at a steady pace and avoid overlapping sounds or music.
- Use consistent formatting (font, colour, size) to reduce cognitive load.